

INTEREST IN PURCHASING CAPRI
(Among Women)

	N=	Weighted Total 279* %	AGE		
			18-24 96 %	25-34 90 %	35-54 93 %
Purchase Interest		48	59	42	49
Definitely buy them		23	27	20	24
Probably buy them		25	32	22	25
Might Or Might Not Buy Them		16	19	17	15
Negative Interest		36	22	41	36
Probably not buy them		15	12	15	16
Definitely not buy them		21	10	26	20

* = Weighted by age as a percent of the marketplace

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